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INTRODUCING OUR
STERLING NOVELTY FOR THE SEASON
1910-1911.

Julius Roehrs Company

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Nurserymen

Rutherford, N. J.

THE NEW OSTRICH PLUME CELOSIA
PRIDE OF CASTLE GOULD.

THE NEW OSTRICH PLUME CELOSIA CASTLE GOULD.

Celosia Pyramidalis Plumosa Hybrida Castle Gould.

(Pride of Castle Gould.)

AWARDS:

Large Silver Medal

at the

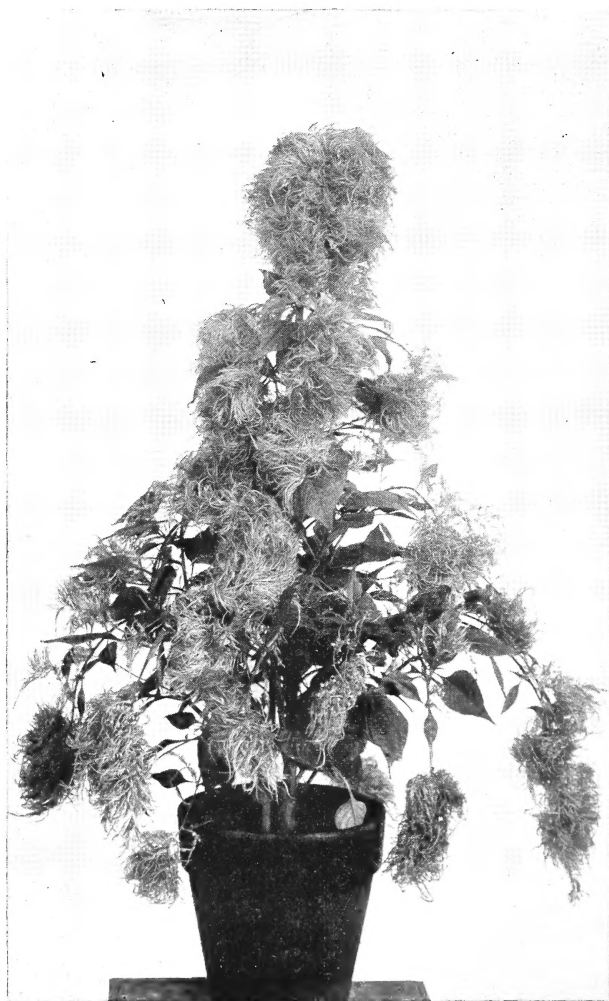
National Flower Show,

Chicago, Ill., 1908.

First Class Certificate

New York Florists' Club,

1907.



AWARDS:

Special Diploma of Merit

at the

Mineola Fair, 1907.

and

Numerous

First Premiums.

MIXTURE OF BEAUTIFUL COLORS.

Sold in our original sealed Packets only.

PRICES TO THE TRADE ONLY.

Per 100 Packets, \$25. net.

Cuts will be furnished free of charge by an order
not less than 500 packets.



THE Ostrich Plume Celosia "Pride of Castle Gould"

is an entirely distinct type of the Celosia Pyramidalis Plumosa, and surpasses by far anything thus far placed on the market. This strain has through constant culture and careful selection and hybridization proven its superiority to anything similar ever offered.

The following four strong points speak for themselves:

Habit of Plant. Pyramidal compact growth of from two to three feet, with immense extra fine feathered heads give the plant a most striking and unique appearance.

Market Value. The flowers being of such bright and intense color, and the plant of erect growth and beautiful foliage, it creates the greatest admiration, wherever shown, and establishes a demand for itself that every plant lover must appreciate.

Color. The following distinct colors are among these Hybrids: **Blood-red, Real Carmine, Golden Yellow, Salmon, Deep Scarlet, Dark Orange** and **Wine Red**, however, by variation there will be found many more shades, the self-coloring will be surprising.

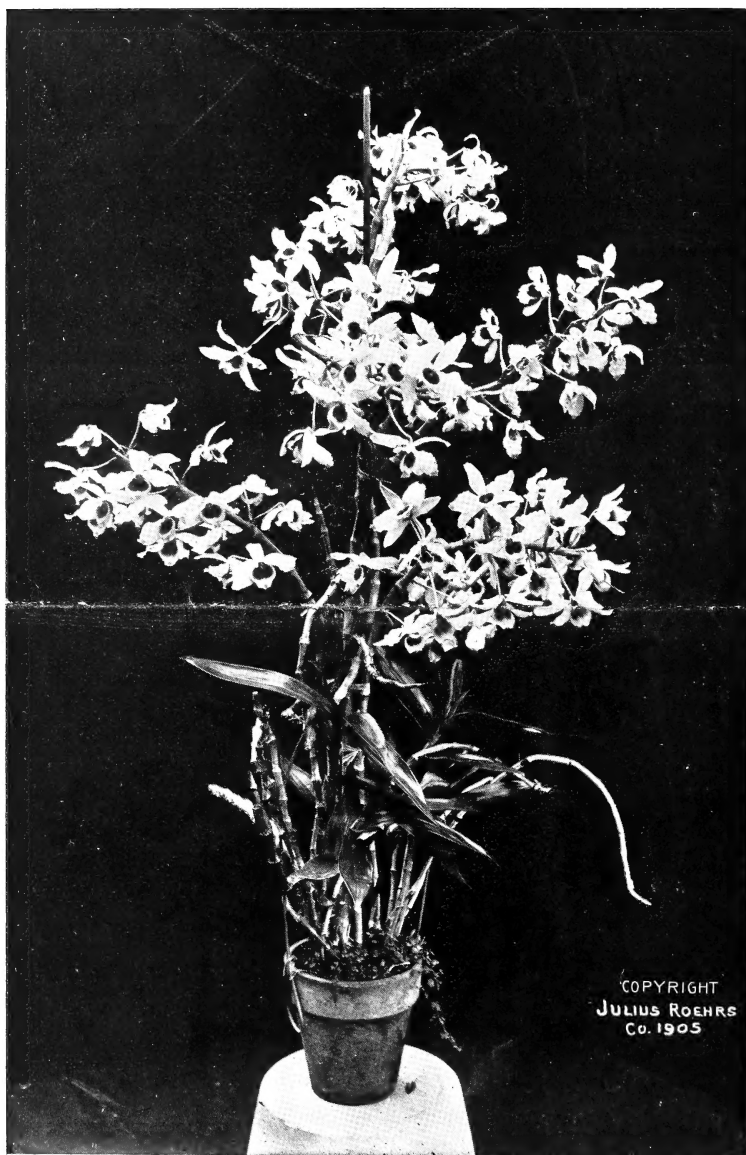
Decorative Value. As a pot plant, with its quick growing habit, we believe there is no finer plant known at the present time, wherefrom in the course of six months a most excellent stock of saleable plants in every size can be obtained. As a bedding plant, it cannot be equalled by any other annual for its profusion of flowers and variety of striking colors, and we consider it the **Queen of all Decorative Annuals** where showing groupings are desired, and when given a fine sunny exposure it will develop to its highest perfection.

We offer seed for the first year of our own crop raised strictly from pot grown plants.

All packets we send out will contain mixed seeds.

Price, per Packet 50 Cents.

JULIUS ROEHRS COMPANY'S ORCHID COLLECTIONS
HAVE A WORLD WIDE REPUTATION.



DENDROBIUM WARDIANUM

LATEST AWARDS:
Gold Medal and a Thousand Dollars at the Great Orchid Show,
Boston, Mass., May 26, 1910.

Winners of six more Gold Medals at the same Show.